

BUDGET WITH NO STATE FUNDING - \$7,000,000							
CALIFORNIA TOURISM							
MARKETING PLAN FY 03-04							
		CURRENT		PROPOSED			
		BUDGET		BUDGET			
BUDGET AT \$7,000,000		FY 02-03		FY 03-04	DIFFERENCE	% CHANGE	COMMENTS
As of 3/13/03							
MARKETING							
MARKETING/RESEARCH							
Consumer/Co-op							
Cultural Tourism		112,100		64,000	-48,100	-43%	Current budget includes \$12,100 carryover funds
Fun Spots Promotion		180,000		117,000	-63,000	-35%	
Marketing Consultant		137,000		60,000	-77,000	-56%	
Golf Co-op		87,700		33,000	-54,700	-62%	Current budget includes \$37,700 carryover funds
Shop California		100,000		64,000	-36,000	-36%	
Dine California		100,000		64,000	-36,000	-36%	
International Co-op		269,631		0	-269,631	-100%	Being combined with Consumer Promotions
Outdoor Recreation Co-op		100,000		33,000	-67,000	-67%	Current budget includes \$50,000 carryover funds
California Snow		200,000		129,000	-71,000	-36%	
NTA		75,000		0	-75,000	-100%	
Wild Vacations/Domestic		30,000		13,000	-17,000	-57%	
IMAX Theater Co-op		24,021		0	-24,021	-100%	
IMAX Contractor		10,378		0	-10,378	-100%	
California Network		625,000		450,000	-175,000	-28%	
California Network Legal Fees		55,000		50,000	-5,000	-9%	
Winter Fun Card		15,000		7,500	-7,500	-50%	
Domestic Co-op		500,000		0	-500,000	-100%	
Advertising		4,215,000		355,000	-3,860,000	-92%	Also may have \$700K carryover from 02/03.
Total Consumer/Co-op		6,835,830		1,439,500	-5,396,330	-79%	
Domestic Trade Dev							
Video Duplication		5,000		2,000	-3,000	-60%	
California Connection		12,181		5,000	-7,181	-59%	
NTA Fams		25,000		0	-25,000	-100%	One-time event
Domestic Trade Promotions		10,000		5,000	-5,000	-50%	
Domestic Trade Shows		15,000		5,000	-10,000	-67%	
Miscellaneous Items		7,000		0	-7,000	-100%	
Total Domestic Trade		74,181		17,000	-57,181	-77%	
International Trade Dev							
International Brochures		30,720		0	-30,720	-100%	
CTM		40,000		30,000	-10,000	-25%	Event sponsorship
PowWow - LA		0		50,000	50,000		New line item
Japan Representation		150,000		120,000	-30,000	-20%	Funding as directed by Commission 2/27/03
UK Representation		119,000		60,000	-59,000	-50%	Funding as directed by Commission 2/27/03
Germany Representation		68,000		40,000	-28,000	-41%	Funding as directed by Commission 2/27/03
Australia Representation		50,000		50,000	0	0%	Funding as directed by Commission 2/27/03
Brazil Representation		50,000		25,000	-25,000	-50%	Funding as directed by Commission 2/27/03
Mexico Representation		25,000		0	-25,000	-100%	
Add'l Representation		52,429		0	-52,429	-100%	
Trade Promotions		70,000		10,000	-60,000	-86%	
Consumer Promotions		25,000		20,000	-5,000	-20%	Includes Int'l Co-op items also
Trade Shows/Exhibitions		190,000		100,000	-90,000	-47%	
Visitor Information Services		6,000		0	-6,000	-100%	
Airline Co-op		50,000		0	-50,000	-100%	
Canada Co-op		60,000		0	-60,000	-100%	
Taste of California		15,000		0	-15,000	-100%	
Visit USA Centers		12,000		6,000	-6,000	-50%	
WTM		75,000		75,000	0	0%	
Trade Show Booth/Banners		90,350		0	-90,350	-100%	
Tour Operator Co-op		20,000		0	-20,000	-100%	
Market Dev. Co-operator Prog.		5,000		5,000	0	0%	
Fam Tours		15,000		5,000	-10,000	-67%	
International Fulfillment		25,000		20,000	-5,000	-20%	
Total Int'l Trade Dev		1,243,499		616,000	-627,499	-50%	
Research/Rural							
Research Projects		564,600		200,000	-364,600	-65%	
Niche Marketing		10,000		0	-10,000	-100%	
Rural Grants		200,000		100,000	-100,000	-50%	Possible increase if Adverting funds are restored
Total Research/Rural		774,600		300,000	-474,600	-61%	
VISITOR INFO/COMM							
Publications							
Calendar of Events		102,201		0	-102,201	-100%	Calendar will be on website
Web Site Maintenance		20,000		0	-20,000	-100%	
Website Improvements		50,000		70,000	20,000	40%	Includes maintenance
Teale Data Center		12,000		12,000	0	0%	Web hosting - will either pay Teale or another firm
Border Station Distribution		15,000		0	-15,000	-100%	
Special Fulfillment Project		23,685		23,000	-685	-3%	
Internet Assessment List		20,000		0	-20,000	-100%	
Fulfillment Contractor		360,000		460,000	100,000	28%	
Postage		775,000		700,000	-75,000	-10%	
On-line Marketing		25,000		25,000	0	0%	
Student Packets		35,000		0	-35,000	-100%	
Driving Tour Co-op		50,000		25,000	-25,000	-50%	
Photography		20,000		5,000	-15,000	-75%	

CALIFORNIA TOURISM								
MARKETING PLAN FY 03-04			CURRENT		PROPOSED			
			BUDGET		BUDGET			
BUDGET AT \$7,000,000			FY 02-03		FY 03-04	DIFFERENCE	% CHANGE	COMMENTS
As of 3/13/03								
Total Publications			1,507,886		1,320,000	-187,886	-12%	
Media Relations								
New York Press Event			60,000		25,000	-35,000	-58%	
Brazil Press Event			22,000		0	-22,000	-100%	
Media Relations Consultant			0		60,000	60,000		New line item
Domestic Media Outreach			20,000		5,000	-15,000	-75%	
Int'l Media Outreach			15,000		10,000	-5,000	-33%	
CTM Media Outreach			8,000		5,000	-3,000	-38%	
Add'l Media Representation			5,000		0	-5,000	-100%	
Media Training			5,000		0	-5,000	-100%	
Press and Feature Releases			25,000		0	-25,000	-100%	Being combined with What's New in California
What's New in California			10,000		19,500	9,500	95%	Includes Press and Feature Releases items
SATW			5,000		4,000	-1,000	-20%	
Insights			75,000		55,000	-20,000	-27%	
Press Kits			10,000		10,000	0	0%	
Translations			10,000		5,000	-5,000	-50%	
B-Roll			20,000		5,000	-15,000	-75%	
Germany PR Contractor			100,000		25,000	-75,000	-75%	Seed funding for co-op
Japan PR Contractor			100,000		25,000	-75,000	-75%	Seed funding for co-op
UK PR Contractor			100,000		25,000	-75,000	-75%	Seed funding for co-op
Newsclipping Service			7,000		7,000	0	0%	
Total Media Relations			597,000		285,500	-311,500	-52%	
Welcome Centers								
Welcome Centers			30,000		15,000	-15,000	-50%	Restored by 50% since Commission meeting 2/27
Total Welcome Centers			30,000		15,000	-15,000	-50%	
SUBTOTAL MARKETING			11,062,996		3,993,000	-7,069,996	-64%	
MARKETING RESERVE			275,683		200,000	-75,683	-27%	
TOTAL MARKETING	STATE	CTTC	11,338,679	STATE	CTTC	4,193,000	-7,145,679	-63%
OPERATIONS								
Accounting		48,000	48,000		48,000	48,000	0	0%
Administrative Overhead	277,000		277,000		0	-277,000	-100%	
Audit		22,000	22,000	22,000	22,000	0	0%	
Consultants + Expenses		392,000	392,000	549,000	549,000	157,000	40%	
Communications Outreach		75,000	75,000	75,000	75,000	0	0%	
Computers/Office Equip		40,000	40,000	53,000	53,000	13,000	33%	
Database		50,000	50,000	20,000	20,000	-30,000	-60%	
General Expense	81,000	65,000	146,000	73,000	73,000	-73,000	-50%	
Insurance		13,000	13,000	24,000	24,000	11,000	85%	Rate increases and additional employees
Legal Services		90,000	90,000	90,000	90,000	0	0%	
Meals and Entertainment		20,000	20,000	20,000	20,000	0	0%	
Meetings	10,000	40,000	50,000	60,000	60,000	10,000	20%	Based on projected 02/03 actual
Memberships	20,000	2,000	22,000	20,000	20,000	-2,000	-9%	Based on projected 02/03 actual (State and CTTC)
Postage and Printing	79,000	100,000	179,000	100,000	100,000	-79,000	-44%	
Rent	155,000	33,000	188,000	50,000	50,000	-138,000	-73%	
Salaries and Benefits	903,000	580,000	1,483,000	854,000	854,000	-629,000	-42%	
Telephone	60,000	25,000	85,000	39,000	39,000	-46,000	-54%	
Training	2,000	1,000	3,000	5,000	5,000	2,000	67%	
Travel - Executive/Staff	169,000	100,000	269,000	140,000	140,000	-129,000	-48%	
Travel - CTTC Commissioners		10,000	10,000	5,000	5,000	-5,000	-50%	
Total Operations	1,756,000	1,706,000	3,462,000	0	2,247,000	2,247,000	-1,215,000	-35%
ASSESSMENT ADMIN								
Salaries and Benefits			415,000		381,000	-34,000	-8%	
General Expense			170,000		179,000	9,000	5%	
Consultant Services			201,705		0	-201,705	-100%	
Total Assessment			786,705		560,000	-226,705	-29%	
CTTC CAPITAL RESERVE			200,000		0	-200,000	-100%	
TOTAL OP/ASSESS/RES			4,448,705		2,807,000	-1,641,705	-37%	
TOTAL (1) (2)			15,787,384		7,000,000	-8,787,384	-56%	
(1) FY 02-03 Budget Sources:								
State funds			7,534,000					
CTTC funds			5,670,000					
Additional CTTC funds available			1,960,000					
CTTC carryover from FY 01-02			623,384					
Total FY 02-03 Budget			15,787,384					
(2) FY 03-04 Budget Sources:								
State funds					0			
CTTC funds					7,000,000			
Total FY 03-04 Budget					7,000,000			